



WTIC-TV

ORDER

Print Date 09/12/12

Page 1 of 3

Flight Dates 09/13/12-09/26/12

Contract / Revision 386980 /

Original Date / Revision
09/12/12 09/12/12

Advertiser Patriot Majority USA

Agency Waterfront Strategies

Buying Contact

3050 K St NW
Washington, DC 20007Primary Account Executive
Jordan Johannessen

Account Executive	Order%	Start Date	End Date
Jordan Johannessen	100%		

Product
PATRIOT MAJ USA

Agency Com 15%

Billing Contact
3050 K St NW
Washington, DC 20007Sales Office TWDC
Sales Region National
Agency Ref

Order Sep 00:15:00

Estimate # 1770

Alt Order # 06313281

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes AGY POL ISSUE

Product Codes PL2

Priority 02

Advertiser Ref

Order Share 15% Market Value 190833

Competing Station	% of Order	Amount
2WCCT	1%	1908
3WFSB	42%	80150
4WVIT	12%	22900
5WTNH	30%	57250
6WCTX	%	0
7CABL	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	46	\$24,331.25	\$28,625.00	0.00	08/27/12	09/26/12	46	\$24,331.25	\$28,625.00
Totals	46	\$24,331.25	\$28,625.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals Spots Amount	
E 1	61	09/13/12	09/14/12	M-F 1p-2p M-F 1p-2p	CM	1p-2p	---TF--	:30	2	\$150.00	02	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/10/12	09/16/12	---TF--		2		\$150.00		0.00					
E 2	61	09/13/12	09/14/12	M-F News at Ten News at Ten	CM	10p-11p	---TF--	:30	2	\$1,300.00	02	0.00	NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/10/12	09/16/12	---TF--		2		\$1,300.00		0.00					
E 3	61	09/13/12	09/21/12	M-F 12p-1p M-F 12p-1p	CM	12p-1p	---TF--	:30	1	\$150.00	02	0.00	NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/10/12	09/16/12	---TF--		1		\$150.00		0.00					
		Week: 09/17/12	09/23/12	---TF--		1		\$150.00		0.00					
E 4	61	09/13/12	09/14/12	M-F 3p-4p M-F 3p-4p	CM	3p-4p	---TF--	:30	3	\$200.00	02	0.00	NM	3	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>					
		Week: 09/10/12	09/16/12	---TF--		3		\$200.00		0.00					



WTIC-TV

Print Date: 09/12/12

Page 2 of 3

Contract / Revision **386980** Flight Dates **09/13/12-09/26/12**

Hiatus Dates

Original Date / Revision 09/12/12/ 09/12/12

Order Sep 00:15:00

Advertiser **Patriot Majority USA** Product **PATRIOT MAJ USA**Estimate # **1770**

													Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
E 5	61	09/13/12	09/14/12	M-F 4p-5pm M-F 4p-5pm	CM	4p-5p	---TF--	:30	1	\$225.00	02	0.00 NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/10/12	09/16/12	---TF--					1	\$225.00		0.00		
E 6	61	09/13/12	09/21/12	M-F 6p-630p M-F 6p-630p	CM	6p-630p	---TF--	:30	2	\$400.00	02	0.00 NM	4	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/10/12	09/16/12	---TF--					2	\$400.00		0.00		
Week:		09/17/12	09/23/12	---TF--					2	\$400.00		0.00		
E 7	61	09/17/12	09/19/12	M-F 7p-730p M-F 7p-730p	CM	7p-730p	MTW----	:30	1	\$600.00	02	0.00 NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/17/12	09/23/12	MTW----					1	\$600.00		0.00		
E 8	61	09/13/12	09/21/12	M-F 7a-8a M-F 7a-8a	CM	7a-8a	---TF--	:30	2	\$250.00	02	0.00 NM	4	\$1,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/10/12	09/16/12	---TF--					2	\$250.00		0.00		
Week:		09/17/12	09/23/12	---TF--					2	\$250.00		0.00		
E 9	61	09/13/12	09/19/12	M-F 730p-8p M-F 730p-8p	CM	730p-8p	MTWTF--	:30	1	\$700.00	02	0.00 NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/13/12	09/19/12	MTWTF--					1	\$700.00		0.00		
E 10	61	09/15/12	09/15/12	Sa 4p-6p Sa 5p-6p (5:00 PM-6:00 PM)	CM	5p-6p	-----1-	:30	1	\$300.00	02	0.00 NM	1	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/10/12	09/16/12	-----1-					1	\$300.00		0.00		
E 11	61	09/16/12	09/16/12	Su 10p-11p Su 10p-11p	CM	10p-11p	-----1	:30	1	\$1,200.00	02	0.00 NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/10/12	09/16/12	-----1					1	\$1,200.00		0.00		
E 12	61	09/19/12	09/26/12	Wed Prime Rotator X-Factor	CM	8p-10p	--1----	:30	1	\$4,500.00	02	0.00 NM	2	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/17/12	09/23/12	--1----					1	\$4,500.00		0.00		
Week:		09/24/12	09/30/12	--1----					1	\$4,500.00		0.00		
E 13	61	09/17/12	09/19/12	M-F 1p-2p M-F 1p-2p	CM	1p-2p	MTW----	:30	1	\$150.00	02	0.00 NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/17/12	09/23/12	MTW----					1	\$150.00		0.00		
E 14	61	09/20/12	09/21/12	M-F 1p-2p M-F 1p-2p	CM	1p-2p	---TF--	:30	2	\$150.00	02	0.00 NM	2	\$300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/17/12	09/23/12	---TF--					2	\$150.00		0.00		
E 15	61	09/17/12	09/19/12	M-F News at Ten News at Ten	CM	10p-11p	MTW----	:30	3	\$1,300.00	02	0.00 NM	3	\$3,900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/17/12	09/23/12	MTW----					3	\$1,300.00		0.00		
E 16	61	09/20/12	09/21/12	M-F News at Ten News at Ten	CM	10p-11p	---TF--	:30	2	\$1,300.00	02	0.00 NM	2	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>		
Week:		09/17/12	09/23/12	---TF--					2	\$1,300.00		0.00		

